Pearson BTEC Level 3 Nationals Extended Diploma

June 2022

Paper reference **21405J**

Sport

UNIT 22: Investigating Business in Sport and the Active Leisure Industry

Part A

You do not need any other materials.

Instructions

- Your Unit 22 assessment task contains two parts.
- **Part A** is specific to each series and this material must only be issued to learners who have been entered to undertake the task in the relevant series.
- We suggest that you spend no more than 6 hours independently conducting your research and making notes.
- You can take a maximum of four A4 sides of your research notes into the supervised assessment session (**Part B**).
- In **Part B**, you will be issued with supplementary stimulus information building on the case study information in **Part A**.
- In **Part B**, you will have 3 hours under supervised conditions specified by Pearson to respond to the task.
- Do not return research notes or **Part A** to Pearson.
- **Part B** should be kept securely until the start of the 3-hour supervised assessment period.

Turn over ▶

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Instructions to Teachers/Tutors

This paper must be read in conjunction with the unit information in the specification and the *BTEC Nationals Instructions for Conducting External Assessments (ICEA)* document. See the Pearson website for details.

Learners have 6 hours from the release date and before the supervised assessment (**Part B**) to carry out research.

Learners will be expected to conduct research over a maximum of 6 hours. Up to four sides of A4 notes (minimum font size 11) can be taken into the supervised assessment (**Part B**).

Teachers/tutors cannot give any support to learners during the production of the notes and the work must be completed independently by the learner.

Part B is taken under supervision in a single session of 3 hours on the timetabled date.

Learner notes related to **Part A** must be checked to ensure length and contents comply with the requirements.

Learner notes will be retained securely by the centre after **Part B** has been undertaken and may be requested by Pearson if there is suspected malpractice.

Guidance for Learners

Read **Part A** information carefully as this contains the information you will need to prepare for **Part B**.

You will need to carry out your own research.

You will then be given **Part B** to complete under supervised conditions.

You must work independently and must not share your work with other learners.

Your teacher/tutor cannot give you feedback during the completion of **Part A** or **Part B**.

Part A Instructions

You have to prepare notes in response to the information provided in the case study in **Part A**.

The notes can be handwritten or typed and they must contain bullet points and not extended answers. Other content is not permitted.

Part A Case Study

In preparation for **Part B** you will research **three** different educational sports kit suppliers.

Your research should include:

- business operations
- facilities
- products and services
- demographics.

Please check the examination details below before entering your candidate information

Candidate surname	Other names

Centre Number | Learner Registration Number

Pearson BTEC Level 3 Nationals Extended Diploma

Time 3 hours

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Sport

UNIT 22: Investigating Business in Sport and the Active Leisure Industry

Part B

You must have:
Your research notes from **Part A** (maximum four A4 sides)
Calculator

Total Marks

Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and learner registration number.
- Answer **all** activities.
- Answer the activities in the spaces provided – *there may be more space than you need.*
- Do not return research notes or **Part A** to Pearson.

Information

- The total mark for this paper is 64.
- The marks for **each** activity are shown in brackets – *use this as a guide as to how much time to spend on each activity.*
- A calculator may be used.

Advice

- Read each activity carefully before you start to answer it.
- Try to answer every activity.
- Check your answers if you have time at the end.

Turn over ▶

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Important Information

Refer to your research notes from **Part A** to complete **Part B**. You cannot access the internet or any other resources during the supervised assessment period.

You must plan your time and work independently throughout the 3-hour supervised assessment period.

You will complete **Part B** under supervision and your work will be kept securely during any breaks taken.

You must not share your work with other learners.

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Part A Case Study

In preparation for **Part B** you will research **three** different educational sports kit suppliers.

Your research should include:

- business operations
- facilities
- products and services
- demographics.

Part B Set Task Information

DPS Leisurewear

DPS Leisurewear was established in 2008 and operates as a private limited company (Ltd). DPS is the main supplier of sports kit to colleges and universities across the UK.

It promotes its services with the hashtag **#personaliseU**.

The business provides a wide range of sports kit that can be personalised to a college or university.

Business operations

Staffing structure

Managing Director
(1 x full time)
Product and pricing
Sales team training including health and safety

Online and Development Manager (1 x full time)
Online orders
Marketing, web design
Online helpdesk

Sales Team (5 x full time)
1 × Scotland
1 × Wales
1 × North England
1 × Midlands
1 × South
Customer service and liaison, marketing
Development of new client base

Warehouse and Distribution Team
Warehouse staff (1 x full time, 2 x part time)
Product picking and packing
Delivery driver (2 x part time)
Distribution and delivery

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Basic financial records of DPS Leisurewear

	2019	2020
Income		
Merchandise sales	£1,265,000	£1,415,000
Total	**£1,265,000**	**£1,415,000**
Operational costs		
Purchasing merchandise/stock	£400,000	£480,000
Embroidery and customisation	£12,000	£13,000
Property rental (fixed cost)	£18,000	£18,000
Legal costs (fixed cost) e.g. insurances	£3,000	£3,000
Staffing	£400,000	£410,000
Commission (sales team only)	£25,000	£32,000
Marketing/promotion materials	£8,000	£9,000
Travel expenses	£28,000	£31,000
Shipping and distribution	£8,000	£10,000
Total	**£902,000**	**£1,006,000**
Profit	**£363,000**	**£409,000**

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Facilities

The business is run from an office and warehouse in the north of England. The site is close to excellent motorway transport networks.

The sales team members work from home and are based in their region of the country. They are paid a standard wage plus an annual commission based on hitting their sales targets.

All supplied kit is directly transported to the college/university by the delivery team, but if an order is very small it is sent by post.

Products and services

		Additional information
Clothing ranges	Hoodies Polo shirts Sweatshirts T-shirts Tracksuits Shorts	Over 50 different colours
Accessories	Sports bags Water bottles	Talk to the sales team to include other options here (e.g. towels)
Brands	Nike™* Joma™* Adidas™* DPS own range	*Branded options are more expensive than DPS own range
Teamwear	Kit for football, netball and rugby	Available in branded and DPS own range
3D kit designer **#PersonaliseU**	This feature allows you to fully customise any item in any colour	Available for DPS own range only e.g. college/university logos and initials

The full product range can be viewed and ordered on DPS's website. Distribution takes four weeks (subject to order size and the delivery location).

Orders over £10,000 get a 5% discount or free staff kit.

The website includes a size guide for all brands and the sales team can make a visit to the college or university with samples.

500+ hardcopy catalogues are sent to colleges and universities annually.

The website also has a photo gallery of current colleges and universities in the kits, as well as testimonials highlighting the quality of the products and service.

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Opening times:

- Website is accessible 365 days a year to place online orders and use #personaliseU
- Online web chat and sales team are available for FREE competitive quotes:
  Monday – Friday 08:00 – 19:00
- Warehouse and distribution:
  Monday – Friday 08:00 – 17:00

Demographics

DPS Leisurewear currently provides a service for 70 out of 538 colleges and universities in mainland UK.

Area	Colleges and universities	Number of sales reps
England	475	3
Wales	21	1
Scotland	42	1
Grand total	**538**	**5**

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ProSportUK

Business operations

ProSportUK is a very well-established sports kit company that supplies a wide range of sports kit and equipment to schools, colleges, universities and sports clubs across the UK.

It has 20 sales reps working across the UK.

Facilities

ProSportUK has two warehouses. One warehouse is in The North and one warehouse is in The South.

It makes all deliveries by post with a guaranteed money back offer (excluding personalised items).

Products and services

<table>
<tr><td>Clothing ranges</td><td>Hoodies
Polo shirts
Sweatshirts
T-shirts
Tracksuits
Shorts
Fleeces
Gilets
Base layers
Coaching jackets
Running kit
Cycling kit</td><td rowspan="5">Custom Club

All ranges, accessories and brands can be personalised

*Branded options are more expensive than ProSportUK own range</td></tr>
<tr><td>Accessories</td><td>Sports bags
Water bottles
Towels
Hats
Scarves
Gloves</td></tr>
<tr><td>Brands</td><td>Nike™*
Joma™*
Adidas™*
Underarmour™*
Umbro™*
Stanno™*
ProSportUK own range</td></tr>
<tr><td>Coaching sets</td><td>Cones/balls/training bibs/
water bottle carriers/ballbags</td></tr>
<tr><td>Teamwear</td><td>Kit for football, netball, cricket, basketball and rugby</td><td>Branded and ProSportUK own range</td></tr>
<tr><td>Awards</td><td>Presentation trophies/shields
Medals and ribbons</td><td>Full range can be engraved</td></tr>
<tr><td>Sales and clearance</td><td>End of line stock is sold at 50% reduced cost</td><td>Stock may be limited in size and colour range</td></tr>
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Opening times:

- Website is accessible 365 days a year to place online orders
- Online web chat and sales team are available for **free** competitive quotes:
  7 days a week 08:00 – 21:00
- Warehouse and distribution:
  Monday – Saturday 08:00 – 21:00

Delivery on all products (following full payment) is within two weeks.

Demographics

ProSportUK provides a service for any club, team, school, college or university in the UK that orders its products.

In 2020 ProSportUK supplied over 140 colleges and universities with sports kit and is the largest supplier in the UK.

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Set Task

You must complete ALL activities.

Produce a business summary by completing the following activities. You will need to refer to the task information and your research notes on educational sports kit suppliers.

Activity 1. Review of business information

Review the current business status of DPS Leisurewear using the information provided in the set task information. You should consider:

- the purpose
- the data
- your research of the sport and active leisure industry.

(Total for Activity 1 = 16 marks)

Activity 2. Business model analysis

Using the PESTLE **or** SWOT business model, analyse the factors that are currently affecting DPS Leisurewear.

(Total for Activity 2 = 16 marks)

Activity 3. Recommendations

Recommend how DPS Leisurewear can develop and market itself.

You should consider:

- customer groups
- trends in the industry
- the needs of the business.

(Total for Activity 3 = 20 marks)

Activity 4. Justification

Justify your recommendations for DPS Leisurewear in relation to:

- ProSportUK and other sports kit supplier businesses
- the wider business context in the sport and active leisure industry.

(Total for Activity 4 = 12 marks)

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Taskbook

Please do not write answers outside the spaces provided.
You must complete all activities in this taskbook.

Activity 1. Review of business information

Review the current business status of DPS Leisurewear using the information provided in the set task information. You should consider:

- the purpose
- the data
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(Total for Activity 1 = 16 marks)

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(Total for Activity 2 = 16 marks)

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(Total for Activity 4 = 12 marks)

TOTAL FOR TASK = 64 MARKS

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